

# neoHome: A Trailblazer Community to Solve Sustainability Challenges and Kickstart Change

The action-oriented community offers a fresh approach to solving complex and strategic sustainability challenges

## Challenges

- Connect sustainability pioneers on an online platform
- Inspire meaningful action
- Cater to the diverse expertise and interests of members

## Solutions

- A fully branded community platform
- Media center to share resources
- Live news feed
- Communications campaign module to send newsletters
- Advanced groups function for specific topic discussions, events, and content
- Hivebrite Customer Success Manager available for ongoing support

neoHome is an invitation-only community dedicated to sustainable futures that helps individuals, not-for-profit and for-profit businesses reset how they think and act in the sustainability space. The global community is composed of trailblazers and experts in all aspects of sustainability from future food, health and nutrition, and climate change to the future of work and circular economy.

### An Action-Orientated Approach to Sustainability Challenges

Businesses at all levels are confronting the vital role they play in driving—or impeding—progress and the conditions for transformational and sustainable change.

Ross Nicholson and Phil Harrison created neoHome to support individuals and organizations with a fresh, action-orientated approach as they begin to tackle complex and strategic sustainability challenges. Previously the duo manually introduced members of their network so they could pool their expertise to transform organizations. Then they thought, “*And what if we got out the way?*”

### An Online Space to Ignite Ideas and More

“*We wanted to be an enabler—to ensure people had access to the right peers and tools to get things done, We didn’t want to take any value from these interactions, we just wanted to ensure that as many as possible happened,*” said Phil Harrison, MBE, Co-Founder at neoHome.

The team needed a platform to transform their network into a self-supporting community.

“ We knew that finding the right technology partner was essential to the success of neoHome’s mission. We needed a platform to enable meaningful connections that would lead to real-life meetings that would be powerful, targeted, and effective because the right people with the same agendas had already been connected in a safe online space.

We chose Hivebrite not only for its functional capabilities but also for its flexibility and the can-do attitude of its team.

Ross Nicholson

Co-Founder at neoHome

## Benefits

- Over 600 active members within 3 months
- A 100% membership retention rate
- 9 active sub-communities within the platform

## Scrupulous Preparation and Opportunity

The team behind the community is composed of four core members and twenty-five hand-picked curators who are pioneers in different topics within the sustainable futures sector. Content creation is thoughtful and intentional. Curators were not only selected for their expertise but also because they have a collaborative and inclusive agenda. Part of the curators’ role is to unite members around challenges and ultimately drive action for change.

“Shoving great people together in a digital space doesn’t mean something is going to happen. We took significant time to decide on the nine sub-communities of our community. We meticulously thought out the title and description of each so that the goal and value would be crystal clear.

These subcommunities are the true levers to build sustainable futures—members are enamored to join because we got this right. It wasn’t luck, it was scrupulous preparation and opportunity,” said Phil Harrison.

## Getting People onto the Dancefloor

The community is all about getting things done. Members are encouraged to go beyond simply liking and sharing content.

The community is designed to foster powerful connections around the world, to offer a safe space to ignite constructive ideas, and to provide the right tools for meaningful action to be taken.

“We think of our community as a party. We don’t want people in the kitchen or next to the wall—we want to get them on the dancefloor, involved in the action. We accept that there is no silver bullet for this. We are using a test and learn approach, and adapting based on what we learn,” said Phil Harrison.

*"We are working with the curators on targeted content strategies to inspire action, such as webinars and talking heads. We want to move away from just sharing information and nudge people to ask for help. We encourage people to share their experiences on the platform to demonstrate that it is a mutually helpful community."*

## A Transparent Business Model

The community is for-profit and the core team and curators have a share in the success. A percentage of all revenue generated from the platform is shared amongst these stakeholders who can decide if they keep it, share it, or donate it.

All members are referred by an existing member. Only a certain number of invitations are sent every month so the team can observe and adapt to what happens as the community grows.

neoHome offers a basic free membership that gives a taste of the community, as well as a concessionary membership to make the platform accessible to as many people as possible. The team is also developing a corporate membership package.

*"With Hivebrite we can create and develop private communities for discussions and events on the platform that can also be fed back into the main community. This feature will be instrumental in attracting corporate sponsors,"* said Ross Nicholson.

## A Different Approach to Community Success Metrics

The community's business model means it does not need to enforce hard metrics at this stage and can focus primarily on creating the best community experience for members. That being said, within three months the community had over six hundred active members—an impressive feat and a testament to the value of the community and the work of the team.

*"We are witnessing great connections and projects are starting to materialize. We are receiving positive feedback and no one has left the community. Everything indicates that we are on track for creating something very special,"* said Fiona Matthias, Chief Curator at neoHome.

*"Our customer success manager has been an amazing support—listening to our challenges and proposing thoughtful solutions. We have exciting projects in the pipeline for the community including exploring partnerships, creating an advisory board, and gamification and we are serene in the knowledge that Hivebrite will support us with all of this,"* said Phil Harrison.



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### About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.